

EXHIBIT G



2022 COMMERCIAL STRATEGY

AGENDA

- 45-Days Targets
- 90-Days Targets
- 120-Days Targets
- Commercial Investment 1st Year
- Takes 3 Years to Build Commercial Pipeline

45-DAY TARGETS

ONBOARDING

- HR Items
- Company Culture
- Tech
- Personnel

PRODUCT DEVELOPMENT

- Audit current capabilities (commercial product, storage and logistics, project management, customer service)

MARKETING ASSETS

- Establish sample process
- Website design starts
- Branding assets created and ordered (shipping boxes, sell sheets)

SALES MANAGEMENT

- Establish sales strategy with target markets (Tall Grass Prairie)
- Establish target customer segments
- Territory division between trade and wholesale outlined
- Forecasting for additional hires, sales, and marketing
- Job description for new hires in sales and marketing
- CRM and projects, sample tracking & data collections
- Build projected monthly budget for sales staff
- Expense report model established



90-DAY TARGETS

ONBOARDING

- Hire RSM
- Hire 2 sales representatives with gross 5% comm
- Hire fulltime marketing coordinator



[REDACTED] [REDACTED], salary [REDACTED]

PRODUCT DEVELOPMENT

- Develop specific pricing programs for target customer
- LVT partnership
- Thin slab partnership
- Countertop partnership
- Solidify and continue to establish sourcing relationships
- Select freight companies

MARKETING ASSETS

- Web design near completion
- Target customer brochure
- Customer product presentations

SALES MANAGEMENT

- Implement sales plan
- Implement marketing plan
- Implement CRM project and sample tracking (Monday.com)
- Monthly sales meeting
- Industry research resources (i.e., Dodge Report)
- Design pricing matrix for staff
- Develop specific pricing programs

120-DAYS TARGETS

ONBOARDING

- New representatives onboard
- Territories have been established
- Reps/Gabby begin traveling to target markets for sales and brand awareness
- Begin development of sourcing department

PRODUCT DEVELOPMENT

- Product arriving from factory
- Sampling is put to the test
- Review new factory options

MARKETING ASSETS

- New Glazzio Surfaces website working
- Marketing assets are arriving
- Website up and running

SALES MANAGEMENT

- CRM tracking system up and running
- Monthly sales meeting
- Partnering with USA factory to bring customers on tours



Commercial Investment 1ST Year

Commercial Team	
VP Commercial	250,000.00
VP Brand	200,000.00
Lead RSM	80,000.00
Assistance VP Brand	85,000.00
Sales Representative	90,000.00
Sales Representative	90,000.00
CRM	1,000.00
Product	
Product Investment	200,000.00
Sampling	35,000.00
Marketing	
Website	50,000.00
Brand Assets	30,000.00
Travel	
VP Commercial	60,000.00
Sales Representative	48,000.00
Sales Representative	48,000.00
Total	1,267,000.00



Takes 3 Years to Build Commercial Pipeline

Capture Sales Now	
Relationship	\$600,000.00
VE opportunity	\$250,000.00
Fast track PO	\$100,000
Total	\$950,000.00